

# Fashion Calendar 1947

## JANUARY

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## FASHION CALENDAR

NOTE: Events are repeated until they take place. New events, last minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

! ! ! N-O-T-I-C-E ! ! !

### AN EARNEST PLEA

to everyone who stages

### PRESS SHOWINGS!

YOU CAN MAKE COVERAGE A LOT EASIER for the working Fashion Press with specified schedules, rigidly adhered to. They have been calling us in numbers, requesting that we serve as their mouth-piece in the elimination of time-consuming evils. Remember, these are busy working people who come primarily to gather the news; frequently their unavoidably split-second schedule does not even permit time-out for refreshments, much less for needless waits!

The following suggested observances are important, in your own interest:

1. START YOUR SHOW ON TIME!
2. Announce your exact show schedule:
  - a. TIME AFFAIR STARTS
  - b. TIME ACTUAL SHOW (or special event) will go on
  - c. If there are to be refreshments, state whether they will be served BEFORE, DURING, or AFTER the showing
  - d. Starting and closing time, if showing is continuous
3. KEEP SHOWING BRIEF...time is valuable

(Please include items a, b, c and d above in your listings for the FASHION CALENDAR.)

NOTE: THE PRESS WILL BE PUNCTUAL, if YOU are! (Many editors have told us they intentionally arrive past the time specified, because many shows have not been started as scheduled)

...and a request concerning public hotel luncheons:

1. Serve press tables promptly, so editors will have finished luncheon and be able to take notes by the time the show goes on.
2. KEEP IT LIGHT! We mean the food! The press has to go on working the rest of the afternoon and would much prefer a simple, low-starch menu. A chef's or fruit salad, or hot one-dish meal, a sherbet, and coffee. Lots of coffee!



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<u>WEEK ENDING FRIDAY, OCTOBER 31, 1947</u>			
Now Showing	PRESENTATION OF SPRING LINE TO TRADE Showing of popular priced casual and country type misses' coats and suits to trade. Contact: Bill Halpern, LA. 4-8852.	HALLDON, LTD.	500 SEVENTH AVENUE SHOWROOM
Friday Oct. 31 12:00 Noon Luncheon	PRESS LUNCHEON-- SPRING COLLECTION Anna Miller will present her Spring collection, designed by Earl Luick, to the press at a luncheon in her showroom. Attendance by invitation only. Publicity: Mildred Kaldor, MU. 4-5267.	ANNA MILLER	498 SEVENTH AVENUE SHOWROOM
Friday Oct. 31 1:00 P.M.- 1:30 P.M.	FASHION SHOWING BY TELEVISION "Eye for Fashion" television program featuring a ballet-length lace dinner dress by Varden-Petite. Sandra Gahle will conduct a discussion on "Clothes Care", followed by a quiz on antiques, dances and hats. Producer: Lee Cooley of McCann-Erickson. Fashion Coordinator: Lucille Hudiburg, EL. 5-3508. For tickets, contact: CI. 7-8300.	SWIFT & COMPANY	WNBT CHANNEL 4
Friday Oct. 31- Nov. 7	FASHIONS OF THE FIRST ELECTION DAY FOR WOMEN Showing of fashions worn in 1920. Open to public. Tyroler, CO. 5-2077.	TRAPHAGEN SCHOOL OF FASHION	1680 BROADWAY AT 52ND STREET Contact: Dorothy

WEEK BEGINNING MONDAY, NOVEMBER 3, 1947

Monday Nov. 3 12:00 Noon Luncheon	PRESS SHOWING OF SPRING COLLECTION Presentation of Spring collection of Varden Petites and Casuals, to be followed by luncheon. Attendance by invitation only. Publicity: Gladys Steiner, Lester Harrison, Inc., MU. 3-1267.	VARDEN PETITES AND CASUALS	530 SEVENTH AVENUE SHOWROOM
Monday Nov. 3 12:00 Noon- 11:00 P.M.	TWENTY-FOURTH ANNUAL WOMEN'S EXPOSITION An exposition including cultural, educational and industrial activities of interest to women of all ages. Admission 50¢ plus tax. Contact: PL. 3-4770.	WOMEN'S NATIONAL INSTITUTE	71ST REGIMENT ARMORY 34TH ST. & PARK AVE.
Monday Nov. 3 1:00 P.M. Luncheon	MIDWINTER MILLINERY AT LUNCHEON SHOW Midwinter collection of hats for important occasions. Press by invita- tion. Public by reservation. For reservations, contact: PL. 3-4500, Ext. 123. Publicity: Mildred Kaldor, MU. 4-5267. St. Regis Fashion Publicity: Mary Alice Rice, CI. 6-1790.	EMILE-GEORGE (538 MADISON AVE.)	ST. REGIS HOTEL IRIDIUM ROOM
Monday Nov. 3 12:30 P.M. Luncheon	FASHION SHOW FOR SOROSIS CLUB "Sorosis Silhouettes" 1868-1947 will be presented in a style show by the Traphagen School at the annual fall luncheon of Sorosis, the first incor- porated woman's club in America. Through period costumes from the school's collection, and current styles designed by former students now in the trade, the showing will trace fashion changes from the time of the club's organization. Showing at 1:00 P.M. Contact: Dorothy Tyroler, CO. 5-2077.	TRAPHAGEN SCHOOL OF FASHION	WALDORF-ASTORIA JADE ROOM



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday Nov. 3 2:30 P.M.	OPENING OF SPRING COLLECTION Charles Armour will open his Spring collection at 2:30 P.M. on Nov. 3. Showings daily thereafter at 10:30 A.M. and 2:30 P.M. Contact: Frances Smith, LO. 5-1622.	CHARLES ARMOUR	498 SEVENTH AVENUE SHOWROOM
Monday Nov. 3 4:30 P.M.	SPRING AND SUMMER COLLECTION Norbert Jay will present his Spring and Summer collection to the press. Attendance by invitation only. Publicity: Nona James, VO. 5-3440.	NORBERT JAY	15 EAST 53RD STREET SALON
Monday Nov. 3 7:00 P.M.	"ADVERTISING-- ITS TOOLS" Third weekly advertising lecture in series of 18, with C.O. Davis, Vice President, Good Housekeeping Magazine, discussing Magazines as a channel in which selling messages can be carried: "Their Use In Advertising Campaigns; Special Advantages; Types of Magazines; How The Magazine Department Works". Cost of entire course; \$12.00. Contact: Advertising Women of New York, 1233 Sixth Ave., CI. 5-4149.	ADVG. WOMEN OF NEW YORK, INC.	HOTEL ASTOR
Week Of Nov. 3	MAIN SPRING OPENINGS GUILD SHOE LINES Two groups of shoes will be featured: (1) Spring shoes for the occasion in country, town, afternoon, cocktail, dinner and evening styles designed to "go with" apparel; (2) Resort footwear buying to be completed. Shoes purchased at this opening will be for January and February delivery. The member firms of The Guild of Better Shoe Manufacturers are: Cangemi, Inc.; Thos. Cort Ltd.; Fox Shoe Mfg. Corp.; Jerro Bros.; Mackey-Starr, Inc.; John Marino, Inc.; I. Miller & Sons, Inc.; Newton Elkin Shoe Co. (Pandora); Palter DeLiso, Inc.; Schwartz & Benjamin, Inc. (Customcraft Originals); Setroy, Inc. (Seymour Troy Originals); Van Arden, Inc.; Reual, Inc.; M. Wolf Sons, Inc. (Lupine); Morris Wolock & Co.; Zuckerman & Fox, Inc. Contact: Kate Goldstein Kamen, Exec. Sec'y., 875 Fifth Avenue, RE. 4-4888.	THE GUILD OF BETTER SHOE MANUFACTURERS	INDIVIDUAL SHOWROOMS GUILD MEMBER FIRMS

FASHION ORIGINATORS' GUILD OF AMERICA  
SPRING LINES STILL TO OPEN

Monday Nov. 3	<u>MONDAY, NOV. 3</u>	Deitsch, Wersba, & Coppola, Inc.	512 Seventh Ave.
	<u>TUESDAY, NOV. 4</u>	Mary Lee, Inc.	530 Seventh Ave.
		Hannah Troy, Inc.	530 Seventh Ave.
		Martin Simon, Inc.	498 Seventh Ave.
	<u>WEDNESDAY, NOV. 5</u>	Fox-Brownie, Inc.	498 Seventh Ave.
		Ben Reig, Inc.	498 Seventh Ave.
		C.H.D. Robbins, Co.	525 Seventh Ave.
<u>FRIDAY, NOV. 7</u>	Samuel Kass Gowns, Inc.	498 Seventh Ave.	
<u>THURSDAY, NOV. 12</u>	Suzanne-Augustine, Inc.	530 Seventh Ave.	
<u>MONDAY, DEC. 15</u>	La Rue Dresses, Inc.	550 Seventh Ave.	
Contact: Leonard V. Gendler, Executive Secretary, CH. 4-6945.			



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Nov. 4	ELECTION DAY (Tuesday).		
Tuesday Nov. 4	OPENING OF SPRING COLLECTION FOR TRADE	CARMEL BROS.	530 SEVENTH AVENUE SHOWROOM
	Carmel Bros. will show their coat and suit collection for Spring at 10:30 A.M. and 2:30 P.M. daily. Contact: LA. 4-3310.		
Tuesday Nov. 4	FIFTH SESSION: FASHION TRAINING COURSE	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	PRINCE MATCHABELLI CROWN ROOM (711 FIFTH)
7:30 P.M.- 9:30 P.M.	Subject: "Coordination--for a store and for a buying office." Speakers: Anne Albee, Arnold Constable; Vee Rafdal, Associated Merchandise Corp. Price: \$2.00 for each individual lecture. Contact: The Fashion Group, Inc., CI. 7-3940.		
Tuesday Nov. 4- Nov. 11	FIFTY-NINTH NATIONAL HORSE SHOW AT MADISON SQUARE GARDEN Each night and eight matinee performances of the 59th National Horse Show at Madison Square Garden, with daily performances at 2:30 P.M. and 7:45 P.M. Prices, including tax: \$1.00 to \$6.00 for the first three (Nov. 4-Nov. 6) and the last three nights (Nov. 9-Nov. 11); and \$1.50 to \$6.00 for Friday and Sat. nights (Nov. 7 and Nov. 8). Matinee prices for the entire 8 days: \$1.50 to \$3.50. Chairman, Press Committee, Maximilian Elser, Jr., MU. 7-7837.		
Wednesday Nov. 5	PRESS SHOWING: RESORT AND SPRING COLLECTION	ANNA DUKE	498 SEVENTH AVENUE SHOWROOM
9:30 A.M. Breakfast	Anna Duke's Resort and Spring collection will be presented to the press. Showing at 10:15 A.M. Attendance by invitation only. Publicity: Sherry Kieran, Ray Austrian Associates, MU. 5-7511.		
Wednesday Nov. 5- Nov. 11	OPENING OF SPRING LINE TO TRADE	DAVE BELLSEY CO.	512 SEVENTH AVENUE SHOWROOM
	Showing of Bellociano Spring coats and suits to trade on Nov. 5, 6, and 7, at 10:30 A.M. and 2:00 P.M.; on Nov. 10 and 11 at 2:30 P.M. only. Contact: Dave Bellsey Co., LA. 4-2036.		
Wednesday Nov. 5	"SPRING AHEAD" -- MILLINERY FASHIONS	MILLINERY DESIGNERS LEAGUE, INC.	WALDORF-ASTORIA WEDGWOOD ROOM
12:00 Noon Luncheon	The Millinery Designers League will present a luncheon showing of new millinery for Spring -- "Spring Ahead". Luncheon at 12:00 noon. Show at 1:00 P.M. Press by invitation. Luncheon tickets available to the trade at \$8.50 each. For tickets and reservations, contact: Florence Contin, 175 West 93rd St., AC. 2-1358. Producer and commentator: Edyth Thornton McLeod, WI. 2-7800.		
Wednesday Nov. 5	NEW FOX FURS AT LUNCHEON SHOWING	FOX FUR FARMERS OF NORTH AMERICA	WALDORF-ASTORIA SERT ROOM
1:00 P.M. Luncheon	"Lady Into Luxurious Fox" -- presenting new and original designs in platinum and silver fox furs during luncheon from the following stores: Dein Bacher of the Waldorf; Esther Dorothy; Gunther; Henri Bendel; House of Aronowicz; Jay Thorpe; Milgrim; Russeks; Saks Fifth Avenue; The Tailored Woman. Press by invitation. Public by reservation. For reservations, contact: "Frank", Sert Room headwaiter, EL. 5-3000. (This showing had originally been scheduled for Oct. 22). Publicity: Martha Percilla, Abbott Kimball Co., Inc., PL. 3-9600. Waldorf Publicity Office: Annette Goodrich, EL. 5-3000.		



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday Nov. 5 1:00 P.M. Luncheon	"FIRST NIGHTERS" FASHION SHOWING Russeks will review a collection of "First Nighters" -- clothes for theatre, first nights, and supper club openings -- at a luncheon fashion show. Press by invitation. Public by reservation. For reservations, contact "Jack", headwaiter, RE. 4-5900. Publicity: Helen Moran, WI. 7-1900. Hotel Pierre Fashion Publicity: Florence Lanthier, PL.5-3644.	RUSSEKS FIFTH AVENUE	HOTEL PIERRE COTILLION ROOM
Wednesday Nov. 5 1:00 P.M. Luncheon	CLOTHES FOR WINTER AT LUNCHEON SHOW "Pearls of Little Price", featuring Macy's Little Shop collection of clothes for Winter. Press by invitation. Public by reservation. For reservations, contact headwaiter, PL. 3-4600, Ext. 20. Publicity: Helen Law or Terry Mayer, CH. 4-2000, Ext. 2431 or 2554. Ritz Carlton Fashion Publicity: Marion Morrison, PL. 3-4600.	MACY'S NEW YORK	RITZ CARLTON HOTEL OVAL ROOM
Wednesday Nov. 5 1:00 P.M. Luncheon	MID-WINTER AND EARLY SPRING COLLECTION Benefit fashion show for Yeshiva College, presenting suits, cocktail dresses, evening clothes, and a bridal procession. Showing at 3:00 P.M. Contact: Sydell, PL. 8-0892.	SYDELL	HOTEL PLAZA TERRACE ROOM
Wednesday Nov. 5 4:30 P.M.	DIAMOND FASHIONS-1948 Annual presentation of formal styles in diamond jewelry. The exhibitor this year will be Van Cleef and Arpels of New York and Paris. Attendance by invitation only. Acceptances should be phoned to Mrs. Jean Shanley, CI. 6-0200.	N. W. AYER & SON, INC.	ST. REGIS HOTEL ROOF
Beginning Wednesday Nov. 5	SHOWING OF SPRING COLLECTION Bon Ray's Spring collection of Junior Dinner, Evening, Bridal, Bridesmaid's gowns, by Celia Phillips. By appointment. Contact: WI. 7-0818.	BON RAY DANCE FROCKS	525 SEVENTH AVENUE SHOWROOM
Thursday Nov. 6 10:00 A.M. Breakfast	PRESS PREVIEW OF BATHING SUITS Preview of Catalina swim suits for the 1948 season. Attendance by invitation only. Contact: George Elliott, Catalina, Inc., 443 South San Pedro St., Los Angeles 13.	CATALINA, INC. (LOS ANGELES)	HAMPSHIRE HOUSE COTTAGE
Thursday Nov. 6 10:30 A.M.	PRESS PREVIEW: SKI AND AFTER-SKI FASHIONS Opening of the new Ski Shop for Men and Women with a press preview of Ski and After-Ski fashions. Attendance by invitation only. Contact: Karen Hollis, VO. 5-5900, Ext. 571.	BLOOMINGDALE BROS., INC.	LEXINGTON AT 59TH ST. 2ND FLOOR
Thursday Nov. 6 12:15 P.M. Luncheon	"PREVIEW OF SPRING ACCESSORIES" AT LUNCHEON "Preview of Spring Accessories", highlighted on models. Speakers: Esther Lyman, Merchandise editor, Harper's Bazaar; Regina Hellman, accessories buyer and fashion coordinator, I. Miller and Sons. Chmn., Accessories Division: Dorothy Portser. Price (including tax & tip): \$3.10 for members; \$3.50 for guests. Contact: The Fashion Group, I.c., CI. 7-3940.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	HOTEL BILTMORE BALLROOM



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Thursday Nov. 6 1:00 P.M. Luncheon	EVENING FASHIONS AT LUNCHEON SHOW Oleg Cassini (Cassini, Ltd.) will present evening and cocktail fashions for the Winter season. (Note change to Persian Room). Press by invitation. Public by reservation. For reservations, contact: Miss Olsen, PL. 3-1740, Ext. 55. Contact: Oleg Cassini, PL. 3-1200. Hotel Plaza Publicity: Dorothy Wentworth King or Adele Brown, PL. 3-1740, Ext. 424 or 169.	OLEG CASSINI (16 EAST 55TH ST.)	HOTEL PLAZA PERSIAN ROOM
Thursday Nov. 6 5:00 P.M.- 7:00 P.M.	RESORT AND EARLY SPRING COLLECTION Kiviette will present a showing of her early Spring and Resort fashions. Attendance strictly by invitation. Reservation only. Contact: Francine Tackel, BR. 9-1617. Publicity: Eleanor Lambert, PL. 5-8580.	KIVIETTE	RITZ CARLTON HOTEL GRAND BALLROOM
Friday Nov. 7 10:30 A.M.	SPRING AND SUMMER COLLECTION FOR PRESS Louise Barnes Gallagher will present her Spring and Summer collection. Attendance by invitation. Publicity: Nona James, VO. 5-3440.	LOUISE BARNES GALLAGHER	37 WEST 47TH STREET SALON
Friday Nov. 7 12:00 Noon Luncheon	PRESS SHOWING: SPRING COATS FOR WOMEN Mt. Rock coats for women, designed by Vera Maxwell. Hats by delle Donne, Shoes by J. G. Menihan. By invitation only. Publicity: Emily Purcell of Byrne, Harrington and Roberts, MU. 2-2678.	MT. ROCK OF ROCHESTER	RITZ CARLTON HOTEL CRYSTAL ROOM
Saturday Nov. 8 10:30 A.M.	"ALL GIRLS' CLUB" STADIUM FASHIONS Presentation of fashions for football games, after-the-game - fun, school dances, and chill-chasers for cold days and nights. Guest star will be Jack Carson, of "Call Me Mister". Open to public. Publicity: Rose Mendelson, TR. 5-5700.	NAMM'S BROOKLYN	3RD FLOOR COLONIAL ROOM
Monday Nov. 10 12:15 P.M. Luncheon	"A FASHION SHOW OF FLOOR COVERING Home Furnishings Luncheon, presenting "Today's Fashion Trends In Floor Covering", with six leading models, staged by Tom Lee, Consultant Designer. Introduction: W.E.S. Griswold, Jr., President, W. & J. Sloane: "The Wide-Awake Floor Covering Industry and What It's Doing". Master of Ceremonies: Milo Boulton, formerly M.C. of WE, THE PEOPLE. Chmn., Home Furnishings Div., Maude Hill Basserman. Price (including tax and tip): \$3.10 for members; \$3.50 for guests. Reservations close Friday, Nov. 7 at 5:00 P.M. and must be paid for if not cancelled by that time. Contact: The Fashion Group, Inc., CI. 7-3940.	THE FASHION GROUP, INC. (9 ROCKETTELLER PLAZA)	HOTEL BILTMORE BALLROOM
Monday Nov. 10 1:00 P.M. Luncheon	CUSTOM-MADE FASHIONS AT LUNCHEON SHOW Custom-made originals by Irene de Sancy during luncheon. Press by invitation. Public by reservation. For reservations, contact: PL. 3-4500, Ext. 123. St. Regis Fashion Publ.; Mary Alice Rice, CI. 6-1790.	IRENE DE SANCY (71 EAST 57TH ST.)	ST. REGIS HOTEL IRIDIUM ROOM
Beginning Monday Nov. 10 2:30 P.M.	SHOWING OF SPRING COLLECTION Andre d'Aulan will present his Spring Collection of afternoon and evening gowns. Showings daily at 2:30 P.M. Attendance by invitation only. Contact: PL. 9-2320.	ANDRE d'AULAN, INC.	19 EAST 53RD STREET SHOWROOM



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday Nov. 10- Nov. 12 4:30 P.M.	SPRING SHOWING FOR PRESS AND TRADE Eta will present Spring fashions for women on Nov. 10, Nov. 11, and Nov. 12 at 4:30 P.M. Attendance by invitation only. Publicity: Mildred Kaldor, MU. 4-5267.	ETA OF REN-ETA	498 SEVENTH AVENUE SHOWROOM
Monday Nov. 10 8:30 P.M.	OPENING: METROPOLITAN OPERA SEASON Luxurious fashions will be on view at the Grand Opening of the 1947-48 Metropolitan Opera Season, with Verdi's "Un Ballo in Maschera" as the curtain raises. Publicity: Margaret Carson, PE. 6-1200.	METROPOLITAN OPERA ASSOCIATION, INC.	MET. OPERA HOUSE B'WAY AT 39TH ST.
Monday Nov. 10- Nov. 14	CORSET AND BRASSIERE SPRING MARKET WEEK Highlights of corset manufacturers' lines at the fifth group showing during the official Spring 1948 Corset and Brassiere Market Week. Contact: Jed Sylbert, MU. 3-1593.	CORSET AND BRASSIERE EXHIBITORS' GUILD	HOTEL NEW YORKER
Nov. 11	ARMISTICE DAY (Tuesday) -- End of World I, 1918.		
Tuesday Nov. 11 11:00 A.M.	"FIGURES IN FASHION" FOUNDATION GARMENTS Warner opens the season with "Figures In Fashion", a one-hour showing of Warner's foundation garments of all types, keyed to 1948 fashions, to be followed by informal luncheon. Presentation also at 8:30 P.M. By invitation, for fashion press; corset buyers; merchandise, advg., promotion managers; store executives. Admission by ticket only. (Show- ings of complete line in Display Rooms, 200 Madison Ave., Nov. 3-Nov. 14). Commentary and Publicity: Anne Ketcham, Warner Bros. Co., Bridgeport, Conn.	WARNER BROTHERS CO.	HOTEL ASTOR GRAND BALLROOM
Tuesday Nov. 11 1:00 P.M. Luncheon	HOLIDAY, RESORT, SPRING MILLINERY FASHIONS "Head Over Heels Into Spring", a luncheon presentation of Peg Fischer's Holiday, Resort, and Spring Millinery. Press by invitation. Public by reservation. For reservations, contact headwaiter, PL. 3-4600, Ext. 20. Publicity: Rosemary Sheehan, CI. 7-8060. Ritz Carlton Publicity: Marion Morrison, PL. 3-4600.	PEG FISCHER	RITZ CARLTON HOTEL OVAL ROOM
Beginning Tuesday Nov. 11 2:30 P.M.	OPENING OF SPRING COLLECTION Maurice Rentner will present his Spring collection on Nov. 11 at 2:30 P.M.; on Nov. 12 at 10:30 A.M. and 2:30 P.M.; on Nov. 13 at 2:30 P.M. Contact: Mr. H. Seigenfeld, LA. 4-6968.	MAURICE RENTNER	498 SEVENTH AVENUE SHOWROOM
Tuesday Nov. 11 4:00 P.M. Cocktails	PRESS PREVIEW: PALM BEACH COLLECTION Showing of Mary Black's new Palm Beach collection at cocktails. Attend- ance by invitation only. Publicity: Dorothy Lansing, PL. 8-3145.	MARY BLACK OF LONDON	15 WEST 47TH STREET
Tuesday Nov. 11	OPENING OF SPRING COLLECTION Trade showings of Spring coats and suits by appointment only; Tuesday at 2:00 P.M., thereafter at 10:00 A.M. Contact: CH. 4-4850.	ZUCKERMAN AND KRAUS	512 SEVENTH AVENUE SHOWROOM



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday Nov. 12 1:00 P.M. Luncheon	SHOWING OF CASUAL FASHIONS AT LUNCHEON Showing of new daytime and lounging fashions by Casual Clothes. Press by invitation. Public by reservation. For reservations, contact "Frank", headwaiter, EL. 5-3000. Contact: Mrs. Lehman, RE. 7-2184. Waldorf Publicity Office: Annette Goodrich, EL. 5-3000.	CASUAL CLOTHES (744 MADISON AVE.)	WALDORF-ASTORIA SERT ROOM
Wednesday Nov. 12 1:00 P.M. Luncheon	CUSTOM-ORDER ORIGINALS AT LUNCHEON SHOWING First public showing in N.Y. of Garnett's Fall and Winter originals, made of imported fabrics for day and evening wear. Press by invitation. Public by reservation. For reservations, contact "Jack", Cotillion Room headwaiter, RE. 4-5900. Garnett Publicity: Eleanor Lambert, PL. 5-8580. Hotel Pierre Fashion Publicity: Florence Lanthier, EL. 5-3644.	GARNETT (47 EAST 51ST ST.)	HOTEL PIERRE COTILLION ROOM
Wednesday Nov. 12 4:00 P.M.- 6:00 P.M. Cocktails	FACE AND BODY CONTOUR DEMONSTRATION Cocktail party for beauty and fashion press (originally scheduled for Oct. 21) with a special program at 5:00 P.M. by Manya Kahn, specialist in face and body contour for 15 years. Attendance by invitation. Publicity: Eleanor Rowlands, MO. 4-9292.	MANYA KAHN	53 WEST 57TH STREET STUDIO
Wednesday Nov. 12- Nov. 14;18	SHOWING OF SPRING COLLECTION By appointment only, at 10:30. Contact: Vincent Monte-Sano Jr., BR.9-8663.	MONTE-SANO & PRUZAN	21 WEST 46TH STREET SHOWROOM
Thursday Nov. 13 1:00 P.M. Luncheon	PERFUME AND FASHIONS AT LUNCHEON SHOWING Lentheric perfume, coordinated with fashions, at a luncheon showing. Press by invitation. Public by reservation. For reservations, contact: Miss Olsen, PL. 3-1740, Ext. 55. Hotel Plaza Publicity: Dorothy Wentworth King or Adele Brown, PL. 3-1740, Ext. 424 or 169.	LENTHERIC	HOTEL PLAZA TERRACE ROOM
Thursday Nov. 13 5:00 P.M.	MALE-TESTED FASHION PARTY Cosmopolitan presents new Spring suits for male approval. <u>Strictly by invitation</u> . Show arrangement and publicity: Kay Wister, Fashion Editor of Cosmopolitan, CO. 5-7300.	COSMOPOLITAN MAGAZINE	STORK CLUB CUB ROOM
Friday Nov. 14 5:00 P.M. Cocktails	PRESS SHOWING: SPRING COATS AND SUITS Carmel Brothers will present their Spring collection of coats and suits to the press. There will be a cocktail party following the showing. Attendance by invitation. Contact: Lawrence Carmel, LA. 4-3310.	CARMEL BROTHERS	530 SEVENTH AVENUE SHOWROOM
Saturday Nov. 15 11:00 A.M.	BETTY BETZ FASHION DISCUSSION A fashion discussion will be held by Betty Betz. Open to public. Publicity: Terry Williams, PE. 6-5100.	GIMBEL BROTHERS	BROADWAY & 33RD ST. 3RD FLOOR
Nov. 17	"AMERICAN KNIT GLOVE WEEK (Nov. 17-22). Publ.: Claire A. Wolff, LO. 5-5978.		
Tuesday Nov. 18	SPRING COLLECTION TO BE SHOWN Showing by appointment only of Spring coats and suits to trade. Contact: PE. 6-2204.	PHILIP MANGONE CO.	500 SEVENTH AVENUE SHOWROOM



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday Nov. 18 1:00 P.M. Luncheon	BAGS BY JOSEF AT LUNCHEON SHOW Josef (Gold Seal Importers, Inc.) will present an exclusive showing featuring an important collection of bag originals for holiday festivities. Press by invitation. Public by reservation. For reservations, contact headwaiter, PL. 3-4600, Ext. 20. Publicity: Viola Shefer, PL. 3-3173.	JOSEF (OF GOLD SEAL IMPORTERS, INC.)	RITZ CARLTON HOTEL OVAL ROOM
Tuesday Nov. 18 1:00 P.M. Luncheon	BENEFIT LUNCHEON FASHION SHOW Luncheon presentation for the Judson Health Center, with furs by Maximilian, hats by John Fredericks, gowns by Lange. Music by Lester Lanin. Price of tickets: \$6.00. Contact: Ellen Black, Judson Health Center, 237 Thompson St., SP. 7-0683. Publicity: Rosemary Sheehan, CI. 7-8060.	FOR BENEFIT OF JUDSON HEALTH CENTER	HOTEL PLAZA TERRACE ROOM
Tuesday Nov. 18 3:00 P.M.	NEW COLLECTION BY HENRY ROSENFELD Russeks will present Henry Rosenfeld's newest collection. Open to public. Publicity: Helen Moran, WI. 7-1900.	RUSSEKS FIFTH AVENUE	SEVENTH FLOOR CLASSIC CORNER
Tuesday Nov. 18 4:30 P.M. Tea	SPRING AND ADVANCE SUMMER MILLINERY Millinery Creators' Guild will present their Spring and Advance Summer collection by the following milliners: Bernice Charles, Harryson Hats, G. Howard Hodge, Jeanne Tete, Edgar J. Lorie, Milgrim Hats, Germaine Montabert, Vogue Hats-Garfunkel Makers. For press and trade by invitation only. Publicity: Ruth Weintraub, PL. 3-2116.	MILLINERY CREATORS' GUILD	ST. REGIS HOTEL ROOF
Wednesday Nov. 19 1:00 P.M. Luncheon	PALM BEACH FURS AT LUNCHEON SHOW Fur fashions for Palm Beach and Resort wear. Press by invitation. Public by reservation. For reservations, contact: "Frank", headwaiter, EL. 5-3000. Contact: Miss Courtney, PL. 8-2643. Waldorf Publicity Office: Annette Goodrich, EL. 5-3000.	DEIN-BACHER OF THE WALDORF	WALDORF-ASTORIA SERT ROOM
Wednesday Nov. 19 1:30 P.M.	SHOWING OF FUR CANVASES AND COATS "The Parade of Magnificence, featuring Ruddy Originals", with descriptions of some of the steps in designing and producing of a fur coat. Commentator: Ruth Ruddy. Attendance by invitation. Contact: Irving Rosen, CH. 2-7930.	RUDDY-ZITO COMPANY	HOTEL BILTMORE 43RD & MADISON AVE.
Thursday Nov. 20 1:00 P.M. Luncheon	SHOWING OF HOLIDAY GIFT ITEMS Holiday gifts by Mary Chess with fashions by Jay Thorpe. Press by invitation. Public by reservation. For reservations, contact Miss Olsen, PL. 3-1740, Ext. 55. Mary Chess Publ.: Gloria Dangler, PL. 9-8660. Hotel Plaza Publ.: Dorothy Wentworth King or Adele Brown, PL. 3-1740, Ext. 424 or 169.	MARY CHESS; JAY THORPE	HOTEL PLAZA TERRACE ROOM
Tuesday Nov. 25 1:00 P.M. Luncheon	"LIFE WITH MOTHER"-- CHILDREN'S FASHIONS "Life With Mother", children's holiday and resort clothes. Press by invitation. Public by reservation. For reservations, contact headwaiter, PL. 3-4600, Ext. 20. Publ.: Rosemary Sheehan, CI. 7-8060. Ritz Carlton Publ.: Marion Morrison, PL. 3-4600.	MARY LEWIS	RITZ CARLTON HOTEL OVAL ROOM



MUSIC...MOVIES...THEATRE

- Friday  
Oct. 31 PREMIERE: "BEWARE OF PITY" (Movie) PARK AVENUE THEATRE 487 PARK AVENUE  
J. Arthur Rank's Twin Cities Film based on the well-known novel by Stefan  
Zweig starring Lilli Palmer, Sir Cedric Hardwicke, Albert Lieven and Gladys  
Cooper. Producer: W.P. Lipscomb. Director: Maurice Elvey. Settings:  
Vetchinsky. Costumes: Cecil Beaton. Publicity: Al Horwits, PL. 9-8000.
- Monday  
Nov. 3 OPENING: "THIS TIME TOMORROW" BARRYMORE THEATRE, 47TH ST. W. OF B'WAY  
The Theatre Guild will present a new play by Jan de Hartog about a doctor  
during the Nazi occupation of Holland. Cast includes, Ruth Ford, Sam Jaffe,  
John Archer and others. Director: Paul Crabtree. Production Supervisors:  
Theresa Helburn and Lawrence Langner. Settings: Herbert Brodtkin. Costumes:  
Patricia Montgomery. Curtain time for opening night will be promptly at  
8:00 P.M.; thereafter at 8:40 P.M. Publicity: Joseph Heidt, CO. 5-6170.
- Tuesday  
Nov. 4 OPENING: "FOR LOVE OR MONEY" HENRY MILLER THEATRE, 43RD ST. E. OF B'WAY  
New comedy by F. Hugh Herbert, author of "Kiss and Tell", starring John  
Loder, Vicki Cummings, June Lockhart and Mark O'Daniels. Producer:  
Barnard Straus. Director: Harry Ellerbe. Settings: Raymond Sovey.  
Costumes: Anna Hill Johnstone. Publicity: Richard Maney, WI. 7-6939.
- Tuesday  
Nov. 4 PREMIERE: "THE UPTURNED GLASS" (Movie) WINTER GARDEN B'WAY AT 50TH ST.  
Universal's psychological mystery based on an original story by John P.  
Monaghan, starring James Mason, with Rosamund John, Pamela Kellino and  
Ann Stephens. Producer: Sidney Box and James Mason in association with  
J. Arthur Rank. Director: Laurence Huntington. Costumes: Joe Mattli.  
Publicity: Al Horwits, PL. 9-8000.
- Tuesday  
Nov. 4 PREMIERE: "SO WELL REMEMBERED" (Movie) PALACE THEATRE B'WAY & 47TH ST.  
RKO Radio presents the J. Arthur Rank adaptation of James Hilton's best  
selling novel, with John Mills, Martha Scott, Patricia Roc, Trevor Howard  
and Richard Carlson. Producer: Adrian Scott. Director: Edward Dmytryk.  
Settings: L.P. Williams. Costumes: Renie and Honoria Plesch. Publicity:  
Rutgers Neilson, CO. 5-6500.
- Wednesday  
Nov. 5 OPENING: "THE FIRST MRS. FRASER" SHUBERT THEATRE 44TH ST. W. OF B'WAY  
Gant Gaither presents Jane Cowl and Henry Daniell in St. John Ervine's  
comedy, with Reginald Mason and Frances Tannehill. Settings: Charles Elson.  
Costumes Natalie Barth. Publicity: Lipsky and Bloom, CH. 4-5185.
- Thursday  
Nov. 6 PREMIERE: "CASS TIMBERLANE" (Movie) RADIO CITY MUSIC HALL, 6TH AVE. AT 50TH  
MGM's adaptation of the best-selling novel by Sinclair Lewis, with Spencer  
Tracy, Lana Turner, Zachery Scott, Tom Drake and Mary Astor. Producer:  
Arthur Hornblow, Jr. Director: George Sidney. Settings: Cedric Gibbon.  
Costumes: Irene. Publicity: Herbert Crooker, BR. 9-7800.
- Saturday  
Nov. 8 PREMIERE: "BODY AND SOUL" (Movie) GLOBE THEATRE B'WAY & 46TH ST.  
United Artists' drama about the boxing world with John Garfield, Lilli  
Palmer and Anne Revere. Producer: Bob Roberts. Director: Robert Rossen.  
Settings: Edward Boyle. Costumes: Marion Herwood Keyes. Publicity:  
Tess Michaels, CI. 5-6000.
- Beginning  
Wednesday  
Nov. 19 OPENING: BALLET THEATRE NEW YORK CITY CENTER 131 WEST 55TH ST.  
Lucia Chase and Oliver Smith present the Ballet Theatre in a four weeks'  
appearance featuring Igor Youskevitch, Nora Keyes, Hugh Laing, Alicia  
Alonso. Publicity: Walter Alford, CI. 5-7930.





Perlman Diamond